



FOOTBALL
AUSTRALIA

CLUB CHANGER

Club Development Program

FREQUENTLY ASKED QUESTIONS



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WHAT IS THE CLUB CHANGER PROGRAM?

Club Changer is Football Australia's Club Development Program. It aims to protect and enhance our clubs, to make them stronger and more resilient, to lead them in building welcoming and inclusive cultures and to educate them on positive environments for players, coaches, volunteers, and officials whilst planning for long term viability and success.

Football Australia's Club Changer Program is proudly supported by the Australian Government, through the Australian Sports Commission.

WHO IS CLUB CHANGER DESIGNED FOR?

The target audience for Club Changer is affiliated football community clubs. Together, Football Australia and Member Federations will support community clubs through the Club Changer program.

WHY SHOULD COMMUNITY CLUBS BE INVOLVED IN THE CLUB CHANGER PROGRAM?

Community Clubs play a crucial role in our football ecosystem, where people of all ages, abilities and cultures congregate, compete and celebrate. Community clubs are the essential provider of football experiences, and in turn have the responsibility to create a welcoming, positive and fun environment for all peoples involved.

Club Changer aims to lead, empower and guide clubs to create positive environments and experiences for all. By increasing efficiencies, knowledge and process off the field, a club's capacity will grow and open new opportunities for further football engagement, particularly in the Women & Girls' space.

WHAT ARE THE OBJECTIVES OF CLUB CHANGER?

To **LEAD** community clubs in identifying key priority areas for improvement, spark action for positive change and invest in long term sustainable practices for future success.

To **EMPOWER** community clubs to strategically plan to increase capacity and participation growth, through education, resources, and transfer of knowledge.

To **SUPPORT** community clubs in creating inclusive and welcoming environments for women and girls in all aspects of the game.

To acknowledge and **CELEBRATE** clubs who are investing in the development and future of their football community.



WHAT ARE THE BENEFITS TO A PARTICIPANT REGISTERED INTO A CLUB THAT HAS COMPLETED CLUB CHANGER?

All participants should encourage their clubs to get involved in the Club Changer program. A Club Changer to a participant means their club is efficient and structured, well organised and compliant, inclusive and diverse and investing in their experiences to ensure the wellbeing, safety and positive environment for all to enjoy football.

WHAT ARE THE STEPS TO COMPLETE CLUB CHANGER?

Club Changer has a Reward & Recognition structure for community clubs to follow. We understand that community clubs may not have a lot of time and resources, therefore the structure breaks down Club Changer into achievable steps and milestones, each unlocking incentives and rewards along the way.

1. Community clubs must complete the annual affiliation process with their respective Member Federation
2. Login to Game Plan* on www.footballaustralia.com.au/clubchanger and complete Game Plan* Club Profile.
3. Prioritise modules based on the current environment of the club, noting Women & Girls will remain as the national number 1 priority
4. Complete the relevant Game Plan* Module(s) (modules required differ for each Star Status Level)
5. Complete the relevant Action Plan/s (Action Plans required differ for each Star Status Level)
6. Share and discuss the Action Plan with State Program Manager – Club Development
7. Approved by Member Federation & Football Australia: Star Status, Recognition and Rewards unlocked!

PROCESS



HOW DO I START CLUB CHANGER? IS THERE A MINIMUM REQUIREMENT?

A club must be affiliated through the Member Federation to start Club Changer- that's it, [Click here to begin!](#)

WHAT DO I NEED TO HAVE READY BEFORE LOGGING INTO GAME PLAN*?

No documents are required to be uploaded in Game Plan*. It is however recommended when completing an assessment module, that you have a good understanding of your club processes in that particular area. This will help ensure you answer each question as accurately as possible and that you receive appropriate information and resources to support your ongoing development. Different members of your club workforce can complete different modules, for example, a club treasurer can complete the finance module.

HOW DO I ACCESS GAME PLAN*?

Game Plan* can be accessed [HERE](#)

If you are having trouble using the platform, a How to Guide can be found [HERE](#).

HOW LONG DOES A MODULE TAKE TO COMPLETE?

Different personnel from within the club can complete the module that is most relevant to their role, with estimated timeframe for each module completion being approximately 10 minutes.

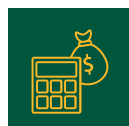


WHAT ARE THE GAME PLAN* MODULES?



Women & Girls in Football

Improve the experience of Women and Girls in football.



Finance

Systems, knowledge and skills to inform decision-making and support sustainable financial growth.



Safeguarding

Provide and maintain a safe environment, free from harm, for children and adults to engage and participate in sport.



Technology & Digital

Basic technology needs and functions of your club and the degree to which they are aligned to those of key partners.



Strategy, Roles & Responsibilities

Strategic plan, its formation and execution of the plan taking into account numerous factors.



Governance

Effectiveness of your club's committee, its decision-making, planning and level of adherence to legislative responsibilities.



Marketing & Communications

Marketing and communications methods and the ability to engage with different audiences across the community.



Infrastructure

Support the planning, quality, funding and utilisation of its facilities in line with its strategic objectives and member's needs.



Workforce

Identification, recruitment, development, retention and recognition of administrators, volunteers, coaches, and officials.



Values & Behaviours

Values, its alignment to strategic objectives, and the influence upon club culture and the behaviours of members.



Participation

Breadth of sporting opportunities and formats available to members of your club and the local community to participate in.



Stakeholder Alignment

Alignment of key policies and objectives with those of key partners.



Diversity, Equality & Inclusion

Facilitate diverse, equal, and inclusive experiences to members and the community.

I DO NOT UNDERSTAND THE QUESTION(S) WITHIN A SPECIFIC MODULE. HOW CAN I SEEK HELP?

If you have any troubles using the platform and would like some more information about a question, you can use the Glossary found in our How to Guide

Further assistance can be sought by contacting the Member Federation state contact (details on page 11)

I HAVE RECEIVED A MODULE STATUS OF 'DEVELOPING'. WHAT DOES THIS MEAN?

At the completion of each module, Game Plan* will provide a report and status of capacity based on the answers to the questions;

1. Not in Place
2. Developing
3. Developed
4. Excelling

Linking through to a resource library, clubs with the aid of the State Program Manager - Club Development are empowered to complete an action plan that aims to rectify the gaps and status identified within the module report.

HOW WILL THE RESOURCE LIBRARY AID MY CLUB IN CREATING AN ACTION PLAN?

The resources inside the online library have been sourced from a wide cross section of organisations including sporting and non-sporting organisations. They contain a wide variety of mediums; video content, factsheets, case studies, position descriptions, interactive modules, e-learning and more.

Based on the club status achieved within the module, handbooks will be provided that specifically help with initiatives and ideas for action planning.

All resources will be continually reviewed, developed and generated so that they remain relevant and are delivered in a user-friendly manner. Ongoing feedback will be sourced from the football community to ensure that the resources meet the needs of the Program.



I CAN ACCESS THE RESOURCE LIBRARY BUT AM STRUGGLING TO CREATE AN ACTION PLAN. HOW CAN I SEEK ASSISTANCE?

Further assistance in terms of webinars, education forums, in person meetings, group conferences etc are hosted by both Football Australia and the Member Federation to assist clubs to be proactive in implementing change within their environments. Community clubs who are part of Club Changer will receive notice of when these offerings are being held, plus recordings post-sessions. Further assistance can be sought by contacting the Member Federation state contact (details on page 11).

WHAT IS THE REWARD AND RECOGNITION SCHEME?

Club Changer will reward and recognize club's efforts through the Game Plan* Platform through the implementation of 3 Club Status':

1. 1 Star Club Changer
2. 2 Star Club Changer
3. 3 Star Club Changer

Each status reflects progression through Club Changer, rather than an assessment or comparison of a club's capacity and capability against another club. The status' criteria for completion and renewal also encourages the club to take action on the plans and show progressive change.

REWARD AND RECOGNITION

HOW DOES MY CLUB ACHIEVE CLUB CHANGER 1 STAR STATUS AND BEYOND? WHAT ARE THE BENEFITS THAT CLUBS CAN UNLOCK FOR ENGAGING IN CLUB CHANGER?

REWARD AND RECOGNITION

WHY HAS CLUB CHANGER FOCUSED ON WOMEN & GIRLS AS THE CRITERIA FOR CLUB CHANGER 1 STAR CLUB AWARD?

The 3rd objective of the Club Changer program is; To support community clubs in creating inclusive and welcoming environments for women and girls in all aspects of the game.

Nationally, Football Australia and all Member Federations are striving to achieve gender equity within all aspects of the football ecosystem. By increasing a club's capacity to welcome more women and girls into the game, not just as participants but as coaches, referees, volunteers, administrators and fans, our ability to achieve this goal is heightened.

WHAT IS OUR GAME?

[Our Game](#) is the national Women & Girls' brand with the mission to elevate, inform and unleash a community of energised believers to own and drive the future of women's football.

For YOU, for ME, for us ALL. Our Game aims to;

- Increase awareness and visibility of women and girls in football through storytelling that celebrates and fosters a culture that welcomes more women and girls to our game.
- Facilitate access to participation opportunities by communicating the resources and programs that can assist women and girls to become involved in the game.
- Transform how women and girls see themselves, their involvement in football and provide an opportunity for them to shape and own what the future looks like.

MY CLUB DOES NOT HAVE WOMEN AND GIRLS, DOES THIS MEAN WE CANNOT BE AWARDED THE FIRST STAR LEVEL OF CLUB CHANGER?

All community clubs follow the same recognition and reward scheme, regardless of their offerings and ability to increase capacity. For male-centric community clubs, Club Changer aims to provoke thought and attention to other areas than participation to include women and girls' involvement within the club. This may be offering mixed participation offerings, looking at the club governance and administration or volunteers, to ensure female fans and spectators have a positive experience and to ensure the club is educated and aware of female football offerings within their vicinity to become advocates of their programs. For each status ranking, modules and handbooks are created to guide community clubs in their action plan to achieve a 1-star award.

HOW OFTEN IS MY CLUB REQUIRED TO RENEW THE INFORMATION IN CLUB CHANGER?



RENEWAL PROCESS: CLUB CHANGER 1 STAR STATUS

- Annual completion of Our Game: Women & Girls in Football Module
- Review of Our Game: Women & Girls in Football Action Plan with State Program Manager - Club Development
- Club invited to progress to 2 Star Club status criteria



RENEWAL PROCESS: CLUB CHANGER 2 STAR STATUS

- Annual completion of Our Game: Women & Girls in Football Module, Safeguarding +3 Priority Modules of clubs choosing
- Review of 2 Action Plans with State Program Manager - Club Development
- Club invited to progress to 3 Star Club status criteria



RENEWAL PROCESS: CLUB CHANGER 3 STAR STATUS

- Annual completion of All Modules
- Review of 3 Action Plans with State Program Manager - Club Development

If a club does not complete the renewal criteria, they will lose their Star Club Status and benefits until they have completed the requirements for renewal.

I WISH TO PROMOTE MY CLUB BEING ACTIVE IN THE CLUB CHANGER PROGRAM. HOW DO I DO THIS?

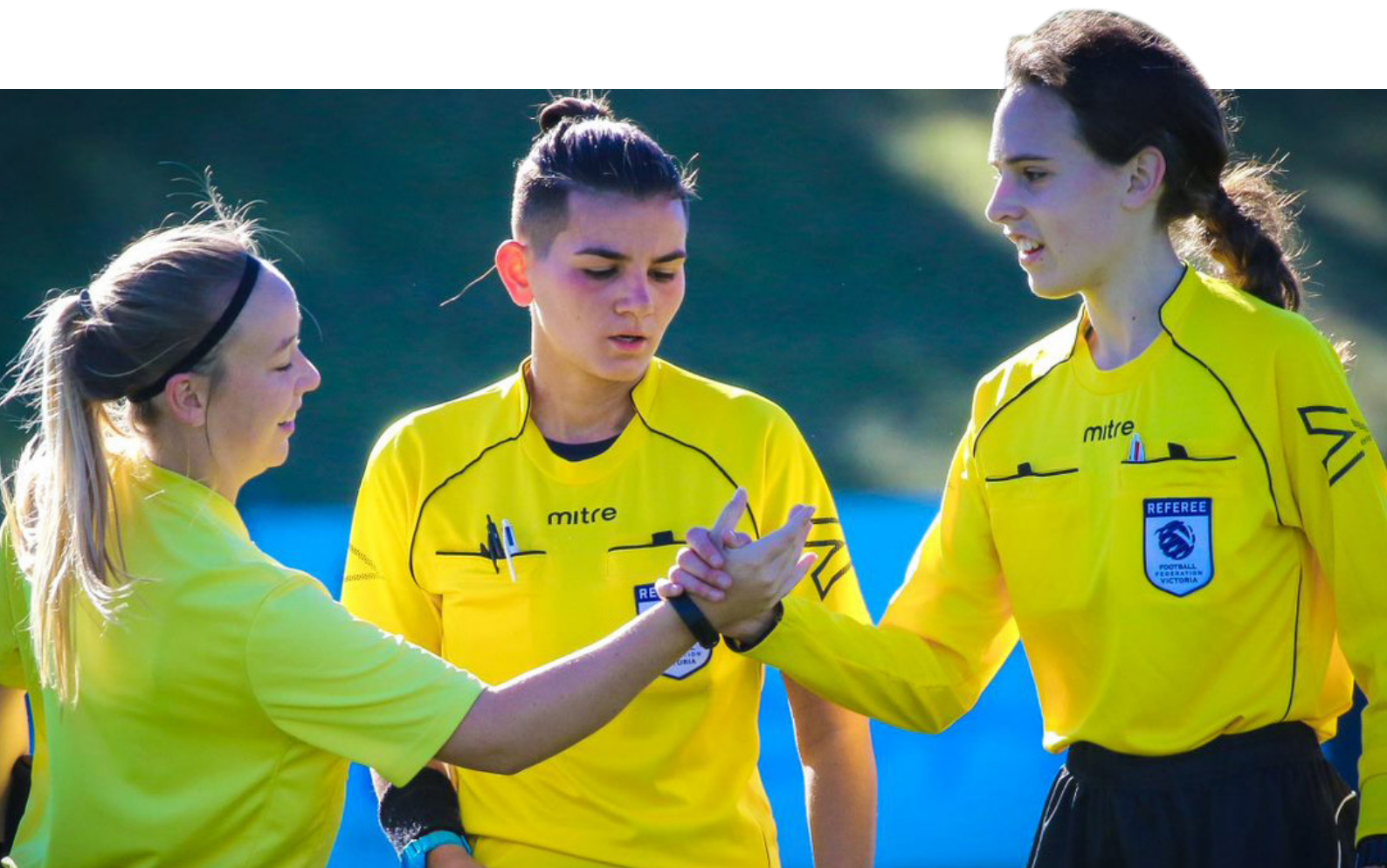
Once a community club is awarded a star status, the club will receive a digital toolkit to use for marketing, promotion and recognition. The toolkit is inclusive of logos, social media tiles, website information and more. Clubs should follow the toolkit guidelines for appropriate usage and discuss with the Member Federation on all marketing queries.

HOW DO I CHECK IF MY CLUB IS ALREADY COMPLETING OR COMPLETED CLUB CHANGER?

Clubs can contact the Member Federation contact (page 11) who can cross-check the clubs previous or current entry into Club Changer. It is encouraged that clubs use a generic email address for the Game Plan* set up so it can be easily accessible by club committee members.

MY CLUB COMPLETED THE FORMER NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP). WHAT WILL HAPPEN TO MY CLUBS RANKING AND INFORMATION?

The former NCDP will be replaced by Club Changer. NCDP clubs may obtain their status for a one-year period, from the date of their NCDP star status being awarded. At the end of this period, NCDP clubs will transfer into the new Club Changer program. All data and information from the NCDP is archived and securely stored by Football Australia.



WHO CAN I CONTACT FOR MORE INFORMATION AND TO ACCESS SUPPORT FOR CLUB CHANGER?



Football Australia

clubchanger@footballaustralia.com.au



Football NSW

fnsclubchanger@footballaustralia.com.au



Football Victoria

fvclubchanger@footballaustralia.com.au



Football Queensland

fqclubchanger@footballaustralia.com.au



Football West

fwclubchanger@footballaustralia.com.au



Northern NSW Football

nnsfwclubchanger@footballaustralia.com.au



Football South Australia

fsclubchanger@footballaustralia.com.au



Capital Football

cfclubchanger@footballaustralia.com.au



Football Tasmania

ftclubchanger@footballaustralia.com.au



Football Northern Territory

fntclubchanger@footballaustralia.com.au



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Australian Government
Australian Sports Commission

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*Game Plan is a free online platform that allows sporting clubs of all sizes to get insights into their current capability in key areas of club administration, then supports ongoing club development with a suite of tools and resources.